

Customer Management Hack #1

Support Desk Software

Zendesk and other support desk software programs allow for you to keep track of your customers in a highly efficient manner. These programs track “tickets” from beginning to end. They send them to the right team members and allow you to manage a virtual office more effectively.

Your customers are your best asset, the last thing you want to do is have them fall through the cracks. They say that it takes 1/10 of the effort to market to current customers as it does to market to new customers. So, if you have customers you want to keep them! An easy way to keep customers happy is to address their issues quickly.

Support desk software has come a long way in the last 2 years so be sure to check out your options. Most of them track the rate of completion per agent. This gives you insight on which team member is most effective. Another fantastic feature is regular reminders. You might have every intention to address an issue and then get distracted. With support desk software, you will have automatic reminders for outstanding tickets.

Customer Management Hack #1 - EXERCISE

Support Desk Software

Make a list of support desk software that is available on the market. Take free and paid options into consideration:

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Based on reviews, testimonials and your own research, select a support tool that meets your needs:

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Select a date that you will acquire and implement a support solution by:

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Customer Management Hack #2

Designated Customer Service Hours

This might seem like a no brainer but you would be surprised with the amount of companies that do not designate customer service hours. And when you work from home people can't rely on 9-5, especially if you cater to other time zones or countries.

If you want to shop at your local brick and mortar shop you would expect them to be open at 2pm in the middle of the week. So you get in the car and drive over there. Imagine the frustration you would feel if the store was closed and there weren't any posted hours of business. This is the same frustration your potential clients feel when they find your site and try to contact you. You might work 9-5 but you are in California instead of Florida. Or you might live in California but you work noon to 4am.

You are in total control of your home based business, so you can work whenever you want. However, if you post your hours and expected response time your clients will be more comfortable for contacting you. If you post 9-5 EST

and they shoot you an email at 7pm EST they will be less likely to sit by their computer waiting for a response. Due to your posted hours they will expect an email the following morning.

So unless you have a dedicated customer service agent available 24/7, be sure to post your hours.

Customer Management Hack #2 - EXERCISE

Designated Customer Service Hours

Review your average weekly agenda as well as your customer behavior. Determine your days and hours of availability

Prepare a formal “hours” statement that you can deliver to your clients. Write it below:

Send your new hours to your customers, partners, etc... (post it on your website, social media profiles – if applicable):

Customer Management Hack #3

Frequently Asked Questions

Frequently asked questions are one of the top visited pages on any website. This saves you and your customer time and effort to run down answers. If you get more than 5 emails with the same question, post it to your FAQ page as soon as possible.

It's human nature to feel in control. When you have an extensive FAQ page for your clients to look through they will feel more in control. That in turn puts them at ease and increases the chances of purchase. It's a win-win all the way around.

Customer Management Hack #3 - EXERCISE

Frequently Asked Questions

Brainstorm all of the common questions that customers ask:

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Setup a calendar alert for the end of your work day to review all of the customer requests you had that day. Document the recurring questions:

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Use a document or a spreadsheet to capture all of the common questions along with your answers. Make sure the document is editable and somewhere easy to access for future updates:

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Customer Management Hack #4

Video Tutorials For Questions and Problems

Video tutorials are a fantastic way to create an FAQ section that shines. People love video and this will not only make your company look more professional, it will lessen the chances of further emails.

Putting together video tutorials also communicates a sense of customer care. You only have to produce it once and it can be viewed over and over again by many potential clients. People recognize that video tutorials take effort and they appreciate your company taking the time to make their experience better. Impress your clients in your sleep by creating these videos.

The best part is video tutorials are easy to make. You can use programs that use screensharing or you can spend a little more to get a professional looking video shoot. Video tutorials can also be submitted to various video sites like YouTube to extend your reach to potential clients.

Customer Management Hack #4 - EXERCISE

Video Tutorials For Questions and Problems

Make a list of anything that you do in your business where video tutorials could save you time and/or money (i.e. customer support, explanations, etc...):

Do your research and list the various video capture applications that pique your interest (take free and paid options into consideration):

Select an application and a date you will acquire the application for creating video tutorials:

Customer Management Hack #5

Community / Forum

Depending on the nature of your business, one way to improve your customer management and even cut down on hours spent in this department is to implement a “community”. This could come in the form of a message board, forum or blog (with comments sections).

The real win here is that if you are servicing many different clients with different needs, a community like this allows your customers to talk to each other and help each other out.

You might have a customer who has opened a support ticket with you. If they can also take that issue to a forum to get other opinions, other members might answer this question on your behalf even before you get the chance to.

Imagine a support ticket being closed by a customer before you even open the ticket? That can definitely happen when you implement a forum or community.

Customer Management Hack #5 - EXERCISE

Community / Forum

List all of the potential problems that could be handled by client-to-client networking:

Research free and paid forum/message board software that might suit your needs:

Choose a forum solution and set a date as to when you want to implement the system by: